

*Editor
Editor-in-chief*

Eliete Vaz de Faria

*Instituto de Tecnologia de Alimentos – ITAL
Campinas - SP, Brasil*

*Editores associados
Associate editors*

Ana Maria R. de O. Miguel

Assis Euzébio Garcia

Claire I. G. L. Sarantópoulos

Denise Calil Pereira Jardim

*Instituto de Tecnologia de Alimentos – ITAL
Campinas - SP, Brasil*

Terezinha J. G. Salva

*Instituto Agrônômico de Campinas – IAC
Campinas - SP, Brasil*

*Diretor executivo
Executive director*

Luís Fernando Ceribelli Madi

*Diretor Geral
Instituto de Tecnologia de Alimentos – ITAL*

*Diretor executivo associado
Associate executive director*

Yone Coutinho Costa

*Instituto de Tecnologia de Alimentos – ITAL
Campinas - SP, Brasil*

■ Expediente Staff

Conselho editorial | Editorial council

Adelaide Del Pino Beléia; UEL/CCA/DETAM, Londrina/PR-BR
Airton Vialta; ITAL/Diretoria Geral, Campinas/SP-BR
Alberto M.C. Sereno; Univ. do Porto, Porto-Portugal
Alexandre José Cichoski; URI/DCA, Erechim/RS-BR
Ana Carolina Sampaio Doria Chaves; UFS/CTE/NEA, São Cristóvão/SE-BR
Ana Maria Rauen de Oliveira Miguel; ITAL/CCQA, Campinas/SP-BR
Assis Euzébio Garcia; ITAL/CETEA, Campinas/SP-BR
Bernadete D. G. M. Franco; USP/FCF, São Paulo/SP-BR
Cecília Rojas de Gante; Inst. Tecnol. Estudios Super. de Monterrey, Monterrey-México
Claire I.G.L. Sarantópoulos; ITAL/CETEA, Campinas/SP-BR
Denise Calil Pereira Jardim; ITAL/CHOCOTEC, Campinas/SP-BR
Eliete da Silva Bispo; UFBA/FF, Salvador/BA-BR
Evânia A. Teixeira de Figueiredo; UFC/CCA/DTA, Fortaleza/CE-BR
Frederico J. V. Passos; UFV/DTA, Viçosa/MG-BR
Geraldo Arraes Maia; UFC/DTA, Fortaleza/CE-BR
Geraldo Cia; Consultor, Campinas/SP-BR
Giani Andrea Linde Colauto; UNIPAR, Umuarama/PR-BR
Guilherme Hough; Instituto Experimental de Tecnología Alimentaria, Nueve de Julio/Buenos Aires – Argentina
Helena Maria André Bolini; UNICAMP/FEA/Depto. Planejamento Alimentar e Nutrição, Campinas/SP-BR
Jaime Amaya-Farfán; UNICAMP/FEA/DETAN, Campinas/SP-BR
Jorge F. F. Zapata; UFC/DTA, Fortaleza/CE-BR
José Humberto de Queiroz; UFV, Viçosa/MG-BR
José Maria Wiest; UFRGS/ICTA/DCA, Porto Alegre/RS-BR
José Vladimir de Oliveira; URI/DEA, Erechim/RS-BR
Luigi Faucitano; AGR/GC, Lennoxville Québec-Canadá
Marco Antonio Trindade; USP/FZEA, Pirassununga/SP-BR
Maria de Fátima F. Poças; Univ. Católica Portuguesa/Esc. Sup. Biotecnologia, Porto-Portugal
Maria Eugênia de Oliveira Mamede; UFBA/FF, Salvador/BA-BR
Maria Gabriela Bello Koblit; UEFS/DTEC, Feira de Santana/BA-BR
Maria Isabel Berto; ITAL/GEPC, Campinas/SP-BR
Maria Madalena Rinaldi; EMBRAPA/CPAC, Planaltina/DF-BR
Maria Teresa Destro; USP/FCF, São Paulo/SP-BR
Marney P. Cereda; UNESP/CERAT, Botucatu/SP-BR
Nelcindo N. Terra; UFSM/DTCA, Santa Maria/RS -BR
Nelson José Beraquet; ITAL/CTC, Campinas/SP-BR
Noemi E. Zaritzky; Univ. Nacional La Plata, La Plata-Argentina
Nonete B. Guerra; UFPE/DN, Recife/PE-BR
Plinho Francisco Hertz; UFRGS/ICTA/DCA, Porto Alegre/RS-BR
Raimundo Wilane de Figueiredo; UFC/DTA, Fortaleza/CE-BR
Rosires Deliza; EMBRAPA/Labex Europe – Dijon/França
Rui S. S. F. Silva; Consultor, Londrina/PR-BR
Silvio José Rossi; UFPB/DTQA, João Pessoa/PB-BR
Terezinha J. G. Salva; IAC, Campinas/SP-BR

■ Equipe de suporte Staff

Secretaria executiva | executive secretariat

Yone C. Costa
Maria Lúcia Cordeiro

Projeto visual: home page | visual design

Eder Pedroso Gadioli

Editoração eletrônica | electronic editing

Editora Cubo

Revisão idiomática/ português | language review/ portuguese

Maria Izabel Boschi
Zelinda Martins

Revisão idiomática/ inglês | language review/ english

Hyllary C. Menezes

Suporte na internet associado | web support

GTI – Grupo de Tecnologia da Informação do ITAL

Divulgação e distribuição | diffusion and distribution

CIAL – Centro de Informação em Tecnologia de Alimentos

Valorisation of menu labelling at fast food restaurants: exploring consumer perceptions

CUNHA, L. M. et al.

■ Resumo

The present study aimed to investigate Portuguese consumers' interest for the provision of nutrition information at fast food restaurants and reactions to alternative presentations of this information. Four focus groups, with 5 to 8 consumers, were conducted in which participants were asked to look at three mock fast food restaurant menus that varied with respect to whether calorie information was provided and whether small portions and salads were available. Participants also discussed about fast food perceptions and attitudes, and fast food meal criteria decisions as well as the influence of nutrition information available at fast food restaurants on consumer meal decisions. Generally, participants were not interested on nutrition information when they eat at fast food restaurants, because eating at fast food restaurants continues to be mainly associated with taste, pleasure and convenience. Except for women with lower education, some participants were very critical regarding healthy menu identification, putting into question the regular menus without nutrition information. Some participants did not think they would do the calculations required to use the information on number of calories in each serving in order to report their estimation of daily energy requirements. Men, compared to women, were more aware of the possible ways in which fast food restaurants could provide point of purchase nutrition information.

Referência bibliográfica

Bibliographic reference

CUNHA, L. M. et al. Valorisation of menu labelling at fast food restaurants: exploring consumer perceptions. **Braz. J. Food. Technol.** Preprint Series, n. 07, 2011.

Biblioteca Nacional | National Library

Brazilian Journal of Food Technology – Preprint Series, n. 07, 2011.

Separata: Brazilian Journal of Food Technology, 6º SENSIBER, 19-21 de agosto, p. 55-64, 2010.

ISSN 1517-7645

1. Tecnologia de Alimentos - Periódico.

I. Instituto de Tecnologia de Alimentos, ed.

Envio de manuscritos | Manuscript submission

Brazilian Journal of Food Technology

Instituto de Tecnologia de Alimentos - ITAL, Av. Brasil, 2880 - Caixa Postal 139 - Jd. Brasil, 13070-178, Campinas - SP, Brasil

Informações | Information

Secretaria | secretariat

e-mail: secbjft@ital.org.br

Fone | Phone: +55 19 3743-1794

Fax: 19 3743-1799

Home page

<http://bj.ital.sp.gov.br/html/bj.htm>